

Message Text

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PAGE 01 BRUSSE 03681 022052Z

64
ACTION EB-11

INFO OCT-01 EUR-25 ADP-00 PA-03 PRS-01 USIA-12 CIAE-00

INR-10 NSAE-00 RSC-01 RSR-01 /065 W
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FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 7995
INFO USDOC WASHDC
DEPARTMENT OF TREASURY
AMEMBASSY PARIS
AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 3681

PARIS FOR TRAVEL SERVICE

E.O. 11652 N/A
TAGS: BCOM, EFIN , BE
SUBJECT: " VISIT USA" PROGRAM IN BELGIUM AND THE BALANCE
OF PAYMENTS

1. BELGIUM'S LEADING FRENCH LANGUAGE DAILY, LA LIBRE BELGIQUE, FRONT PAGED STORY JULY 2 ON U.S. TOURISM. ALTHOUGH STORY FOCUSED MAILY ON ALLEGED " POVERTY" OF THIS YEAR'S AMERICAN TOURIST IN EUROPE, CORRESPONDENT COMMENTED UNFAVORABLY ON U.S. TRAVEL PROMOTION EFFORTS IN EUROPE.

2. ARTICLE NOTED, THAT U.S. HAS "COVERED" ALL PRINCIPAL EUROPEAN CAPITALS WITH TOURIST OFFICES YET IT APPEARS U.S. REALLY DOES NOT CARE. WHENEVER ONE TELEPHONES FOR INFORMATION, ONE IS CONNECTED WITH A RECORDING WHICH TELLS YOU " TO JUMP IN THE LAKE" (SE FAIRE CUIRE UN OEUFS). AS FAR AS PROMOTING TOURISM IS CONCERNED, THE U.S.IS AN UNDERDEVELOPED COUNTRY.

3. IN SEPARATE ARTICLE ON FINANCIAL PAGE OF SAME DATE, LIBRE PUBLISHES STORY REPORTING RECENTLY RELEASED USDOC STATISTICS ON TOURISM. ARTICLE REPORTS U.S. TOURISM ABROAD STILL RISING MUCH MORE RAPIDLY THAN IS FOREIGN TOURISM IN U.S.
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PAGE 02 BRUSSE 03681 022052Z

AUTHOR ALLEGES THIS CONFIRMATION OF "FACT" THAT ALTERING EX-

CHANGE RATE DOES NOT REDRESS AN IMBALANCE OF PAYMENTS.

4. COMMENT: IN PAST FEW MONTHS, WE HAVE BEGUN NOTE
INCREASED INTEREST AMONG MORE AFFLUENT BELGIANS IN TRAVEL TO
U.S. (MAINLY FOR SUMMER OF 1974) AND WE HAVE HEARD REPEATED
UNHAPPINESS EXPRESSED OVER FACT USTS HAS TERMINATED EVEN ITS
MINIMUM PROGRAM IN BELGIUM (SEE WASHBURN LETTER OF APRIL
24, 1973 TO AMBASSADOR STRAUSZ-HUPE). ARE THERE ANY PLANS FOR
U.S.T.S. ACTIVITY IN BELGIUM IN FY 1975 OR FY 1976?

STRAUS

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